The Effects of Customer Values on Continued Use of Web 2.0 Sites

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ABSTRACT
The paper proposes a study that investigates continued use of Web 2.0 technologies using the theory of customer values as the theoretical lens. A product or service provides customer with monetary, functional, emotional, social, conditional, and epistemic values. Web 2.0 technologies provide users these values too. Furthermore, we posit that user perceived value has a positive effect on continued use of Web 2.0 technologies. A survey study was conducted to test proposed research model. In prior research, both utilitarian and hedonic values of IT are recognized. This research further the research stream by including a set of independent and additive values users acquire when using Web 2.0 technologies.

KEYWORD:
Web 2.0, customer values, sense of belonging, online community